

An Important Film . . .

“PRODUCTIVITY: KEY TO PLENTY”

THE Institute of Public Affairs—Victoria has purchased a copy of a valuable educational film—“Productivity: Key to Plenty.” This film, which was shown for the first time in Australia at the Annual Meeting of the Institute on 11th October, 1950, deals with a topic of great current importance to every thinking person.

The film was produced in U.S.A. by *Encyclopaedia Britannica Films Inc.*, in collaboration with *The Twentieth Century Fund*. Its theme is production, and in particular the relationship between increased productivity and higher living standards for all people. The film shows that higher productivity makes possible higher wages and shorter hours for workers, good profits, as well as lower prices for consumers. It shows graphically how in U.S.A. rising output per man-hour has been largely achieved by increased use of mechanical power, and it leaves no doubt that the machine is the friend, not the enemy of the worker.

Here are a few facts about the film:—

- It is a 16 m.m. black and white sound motion picture.
- Running Time—approximately 20 minutes.
- Length—2 reels (800 feet).
- Over 300 copies of the film have been sold in U.S.A. and the Economic Co-operation Administration plans to adapt and distribute the film overseas in a number of foreign languages.
- Plans are also under way for bringing out a British version.

SUGGESTED USE

This film has already aroused considerable interest in Melbourne and Sydney and the I.P.A. has received many requests from companies and other organisations desirous of screening the film to audiences of varying sizes. It is considered that the film would be of value and considerable importance to students of secondary schools (particularly social studies and technical classes), factories, discussion groups, production executives and personnel officers.

IN VIEW OF THE GREAT NEED TO DRIVE HOME THE INCREASED PRODUCTION STORY AT EVERY OPPORTUNITY, THE I.P.A. WILL WILLINGLY LEND THIS FILM GRATIS TO ANY INTERESTED ORGANISATION OR GROUP WHICH MAY DESIRE TO MAKE ARRANGEMENTS TO SCREEN IT.

If you are interested please phone Central 1249 or write to:

The Secretary,
Institute of Public Affairs—Victoria,
289 Flinders Lane,
MELBOURNE.

